

LEGISLATIVE SUMMARY
Mayor's Office of Capital Projects
Division of Real Estate

License Agreement to Midtown Cleveland, Inc. for Installation of Gateway Monument Sign at Colonel Charles Young Park

Ordinance No: 1276-2019

Legislative Purpose: Authorizing the Director of Public Works to issue a License to Midtown Cleveland, Inc. for installation of a gateway monument sign at Colonel Charles Young Park.

Project Summary: Midtown Cleveland, Inc. (MTC) is undertaking a wayfinding program to help visitors safely navigate the neighborhood streets and to develop a better sense of place. MTC partnered with Guide Studio to implement a Signage and Wayfinding Plan.

The largest components of the Wayfinding Signage Program will be two gateway monument signs. The gateway signage would act as primary points of welcome while also serving as potential photo opportunities.

MTC has requested to locate one of these signs at Colonel Charles Young Park. The Colonel Charles Young Park location would provide visibility for drivers and pedestrians coming down E. 46th St. or Prospect St. from Carnegie Ave.

MTC believes that the placement of the gateway signage at Colonel Charles Young Park would also highlight existing programming and activities. MTC utilizes Colonel Young Park for a weekly food truck event, The CHOMP, which sees 200-300 attendees each Tuesday during the summer months. Colonel Young Park also serves as one of the main locations for MTC's annual Spring Cleanup event. Each April, a coordinated group of volunteers helps to plant flowers and pick up litter in the park and neighborhood.

The gateway sign will be fabricated from aluminum and feature a 1 foot long concrete base. The sign

would be 6 feet and 3.5 inches tall, 12 feet wide, and have a depth of 1 foot and 6 inches at its base. It would feature the Midtown Cleveland brand colors. The sign would be placed within the existing flower planter located on the Northwest corner of the intersection of E. 46th St and Prospect St.

MidTown Cleveland would be responsible for the maintenance of the signage's appearance after its initial installation and/or removal. MTC would agree to assume all risk and liabilities for accidents or damage that may happen to person or property while the gateway signage is located at Colonel Young Park. MTC already lists the City of Cleveland as an additional insured under their insurance.

The sign will be placed on City-owned property identified as PPN 103-17-015, under the jurisdiction of Public Works, and will require a license agreement.

The license agreement will be for a term of three years and will automatically renew from year to year thereafter unless terminated by either party.

Project Schedule:	Fall 2019
Sale Price:	The license agreement will be given at no cost to MTC due to the benefit the public will receive from the improvements.
Project Budget:	100% funded by Destination Cleveland. No cost to the City.
PPN:	103-17-015
Ward:	Ward 5 (Councilmember Phyllis Cleveland)
Attachments:	Project Location Map and Sign Rendering